

Monitoring U.S. Tobacco Product Sales: National and State Trends Suggested Citations and Frequently Asked Questions

Suggested Citation: National E-Cigarette Sales Data Brief

CDC Foundation. (YEAR). Monitoring U.S. E-Cigarette Sales: National Trends Data Brief. Issue Number, Month. URL.

Below is an example, which can be updated by researchers:

CDC Foundation. (2021). Monitoring U.S. E-Cigarette Sales: National Trends Data Brief. Issue 01, October 2020. <https://www.cdcfoundation.org/E-cigaretteSalesDataBrief?inline>

Suggested Citation: State E-Cigarette Sales Data Brief

CDC Foundation. (YEAR). Monitoring U.S. E-Cigarette Sales: State Trends Data Brief. Issue Number, Month. URL.

Below is an example, which can be updated by researchers:

CDC Foundation. (2021). Monitoring U.S. E-Cigarette Sales: State Trends Data Brief. Issue 01, December 2020. <https://www.cdcfoundation.org/State-E-CigaretteSales-DataBrief-Dec27?inline>

Suggested Citation: Nicotine Pouch Sales Data Brief

CDC Foundation. (YEAR). Monitoring Sales: Nicotine Pouch Trends Data Brief. Issue Number, Month. URL.

Below is an example, which can be updated by researchers:

CDC Foundation. (2024). Monitoring Sales: Nicotine Pouch Trends Data Brief. Issue 01, September 2024. https://tobacomonitoring.org/wp-content/uploads/2025/01/Nicotine-Pouch-Brief_1.10.2025.pdf

Suggested Citation: Cigarette Sales Data Brief

CDC Foundation. (YEAR). Changes in U.S. and State Cigarette Sales Following Flavored Tobacco Sales Restrictions (DATE RANGE). Issue Number, Month. URL.

Below is an example, which can be updated by researchers:

CDC Foundation. (2024). Changes in U.S. and State Cigarette Sales Following Flavored Tobacco Sales Restrictions (2018–2023). Issue 01, May 2024. <https://tobacomonitoring.org/wp-content/uploads/2025/01/Cigarette-Data-Brief-for-Total-US-and-Selected-States-6.7.2024.pdf>

Frequently Asked Questions

Below are frequently asked questions and answers that provide additional perspective on the Monitoring U.S. Tobacco Product Sales program and publications.

Where do these data come from?

All data were purchased by the CDC Foundation through a contract with Circana (www.circana.com/en-US) (formerly Information Resources, Inc.) as an activity under the CDC Foundation's Monitoring Tobacco Product Use program. Circana provided weekly product sales at the Universal Product Code (UPC) level. The CDC Foundation cleaned, analyzed and aggregated the data in 4-week or annual periods.

Who funded the Monitoring Tobacco Product Use program?

Financial support for the Monitoring Tobacco Product Use program was provided by [Bloomberg Philanthropies](#) through a grant to the CDC Foundation.

What types of outlets are included in the data?

Circana provides sales data from two main channels: convenience and multi-outlet. The convenience channel includes convenience stores and gas stations (e.g., 7 Eleven and Circle K). Multi-outlet includes food stores (e.g., Harris Teeter, Shaw's and Wegmans), drug stores (all national chain and independent drug stores, excluding Rx sales), mass merchandiser outlets (e.g., Walmart), club stores (BJ's and Sam's club), dollar stores (Dollar General and Family Dollar) and military sales (e.g., Defense Commissary Agency). Circana provides sales data for the multi-outlet channel combined in addition to food stores and drug stores, separately. Since multi-outlet data include food and drug stores, in addition to the other outlets listed above, analyses are restricted to multi-outlet and convenience channel data to ensure that all channels are captured but not duplicated.

What types of outlets are not included in the data?

Sales from online retailers and tobacco specialty stores, including vape shops, are not available.

Are these estimates representative?

All data are market-level representative as a combination of census reporting retailers and projections for non-participating retailers.

Can I obtain access to the UPC-level data used in these data briefs?

Data were purchased from Circana through a restricted-use data contract and thus cannot be shared with the public or any third parties. Interested parties may contact Circana directly to determine data purchasing prices and options.

Can I obtain access to the aggregate data used to create the figures and tables shown in the Monitoring Tobacco Product Use publications?

The aggregate data presented in the data briefs are not permitted for publication due to data vendor licensing restrictions. Team members may be available to assist with validating data upon request (please see contact information below).

What methodology was used to calculate unit sales, dollar sales, and other indicators reported in the data briefs?

Please review the [methodology document](#) on the website.

Who can I contact if I have further questions about this project?

Send an email to ecigarettemonitoring@cdcfoundation.org if you have any questions and a member of our team will get in touch with you.